

Business Matters

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Seminole County Public Library System

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The ABC's for Startups

Successful entrepreneurs and small business owners understand the importance of articulating their business concept, building their team, and creating a business plan. These three critical tasks reduce business risk. They also help ensure purpose, focus, and staying on task for the young startup company.

Articulate your business concept

Build your team

Create your business plan

Articulate your business concept.

A business concept should broadly describe the general products and services

ABC's continued on page 2

Tracking Bestselling Business Books

Picture this...you're attending a Chamber of Commerce event and the conversation turns to offshoring and homeshoring. "Have you read about it in *The World is Flat?*", asks your new contact, "awesome book... been on the New York Times bestseller list for months now."

Whether you want to impress, improve your business smarts, or simply be able to participate knowledgeably in your next "biz book" conversation, keeping up with the business bestsellers is a great idea. ***But how do you keep up, when most of your time is spent building your business?***



What are you reading these days?

What's on your night table?

Here's an easy way for you to stay on top of the *New York Times* (NYT) business bestsellers. Simply go online and scroll through the NYT Business Bestsellers list in the Library's online catalog.

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being provided to a defined marketplace. The business concept should provide the vision for guiding the team and writing the business plan.

Build your team.

Flying solo, as a one person startup business, can be risky. Successful new business owners safeguard their ventures by consulting early on with a team of experts. Begin assembling your team as soon as possible. This team will help assess the viability of your concept and business model, providing you with insight and perspective.

A Team for Every Startup:
Accountant
Attorney
Banker
Insurance Professional
Realtor

*A good place to start is with your local bank
and your personal insurance agent.*

Create your business plan.

Lay the foundation for your business plan with quantities of information gathered from the library and other sources. Your team will help you interpret the business intelligence you've collected. The results will provide ample fuel for generating the business plan. We'll cover more about creating that critical business plan in our next newsletter.

by
Robert Goetz
Manager, Small Business Development Center
Seminole Community College

To find out more about the SBDC, go to **Business Matters:**
www.seminolecountyfl.gov/library/business
Click on **Local Support, Business Development,**



**Business news and more
available at your PC.**

Search for *free* articles
in hundreds of newspapers.

The Orlando Sentinel (1985 – current)

The Miami Herald (1982 – current)

South Florida Sun Sentinel (1986 – current)

St. Petersburg Times (1987 – current)

The Tampa Tribune (1990 – current)

The Tallahassee Democrat (1994 – current)

NewsBank* is a content rich database of free full-text articles from newspapers worldwide, including over 500 U.S. newspapers and 25 in Florida. Research the **Orlando Sentinel** back to 1985. Paid advertisements excluded.

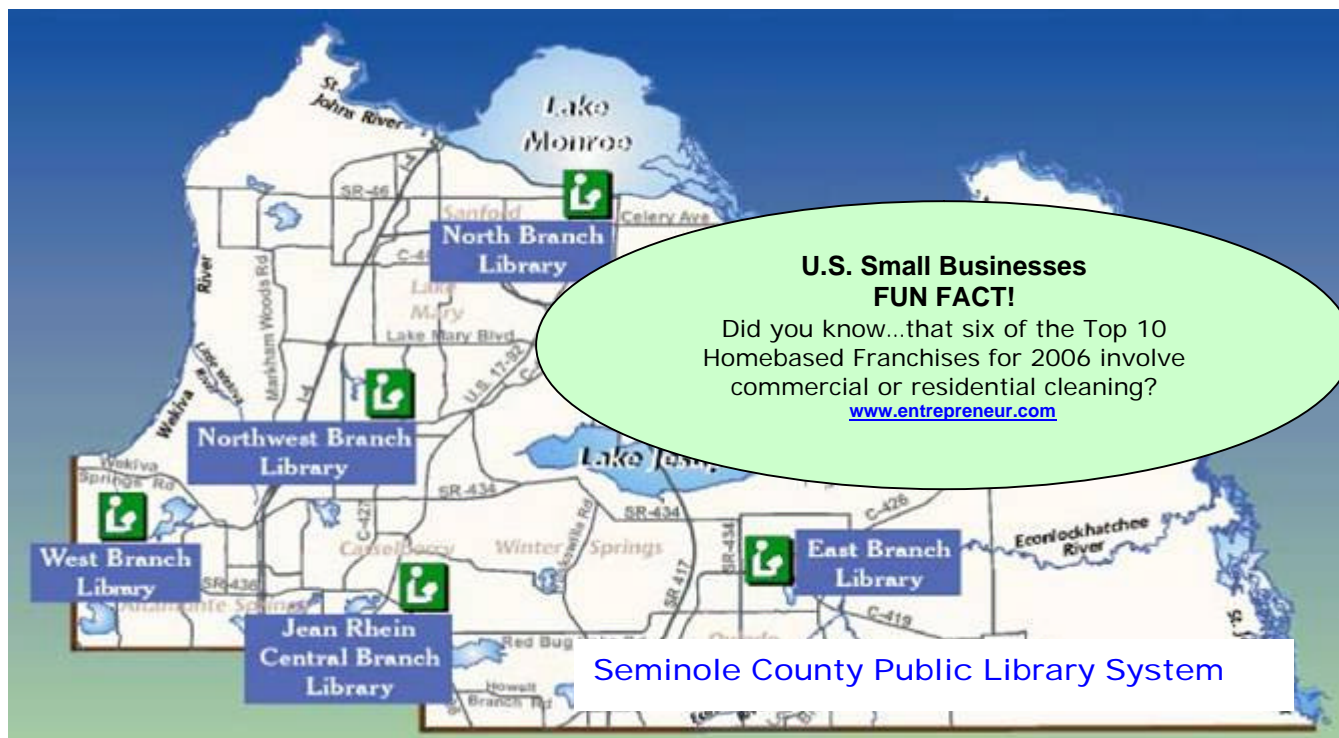
Browse **The New York Times** in an exact digital reproduction of the printed edition. Electronic image editions also available for the **New York Times Magazine**, **USA Today**, and **USA Today Sports Weekly**.

To read and research newspaper articles,
go to **Business Matters:**
www.seminolecountyfl.gov/library/business
Click on **Magazines & Newspapers**, scroll down
to **Newspaper Database**.

**Requires a Library Card Number to access from home.*

**Small Business Development Center at Seminole Community College
Offers Free One-on-One Consulting**

**Private and Confidential...Meet With Professional Staff...Fine tune your business plan.
For more information, phone 407.321.3495.**



Calendar of Events

Check out our
free Small Business Seminars

[Register online](#)

September 27, 2006 . 6:30 - 8:30 pm
Business Plans 101
Central Branch - Casselberry

September 29, 2006 10:00 am - Noon
Business Plans 101
West Branch - Longwood

October 9, 2006 6:30 - 8:30 pm
Business Startup 101
Central Branch - Casselberry

October 12, 2006 6:30 - 8:30 pm
Business Plans 101
North Branch – Sanford

October 16, 2006 6:30 - 8:30 pm
Business Plans 101
Central Branch - Casselberry

Bestselling Business Books continued from page 1

Scan summaries, read first chapters, or click into book reviews, all while sitting at your PC! Want to read the whole book? Order it (Place a Hold) and pick up that title at your closest library location. Couldn't be easier!

Check it out at **Business Matters:**
www.seminolecountyfl.gov/library/business
Click on **Bestselling Business Books**.

Seminole County Public Library System
Monday – Thursday, 9:00 am - 9:00 pm
Friday –Saturday, 9:00 am - 5:00 pm
Sunday, 1:00 - 5:00 pm

CONTACT INFORMATION

Ginny Howerton
Business Services Program Manager
Library Services
Phone: 407.665.1503
ghowerton@seminolecountyfl.gov

Jane Peterson
Library Services Manager
Library Services
Phone: 407.665.1505
jpeterson@seminolecountyfl.gov

Suzy Goldman
Library and Leisure Services Director
Phone: 407. 665.1600
sgoldman@seminolecountyfl.gov